Amendment to the Claims

1. (Withdrawn) A method comprising:

determining a measure of usage of a first feature on a first gaming device;

determining a measure of usage of a second feature on the first gaming device;

determining a first payment rate that is associated with a first party;

determining a first payment amount based on the first payment rate and the measure of usage of the first feature;

determining a first code based on the measure of usage of the first feature;

initiating payment of the first payment amount to the first party;

outputting the first code for transmission to the first party;

determining a second payment rate that is associated with a second party;

determining a second payment amount based on the second payment rate and the measure of usage of the second feature;

determining a second code based on the measure of usage of the second feature;

initiating payment of the second payment amount to the second party; and

outputting the second code for transmission to the second party.

2. (Currently Amended) A method comprising:

enabling, via a processor of at least one of a gaming device operable to facilitate a wagering game and a server operatively connected to the gaming device, a first feature for use on a first gaming device;

determining, via the processor, a measure of profitability of the first gaming device,

wherein the measure of profitability corresponds to use of the first gaming device while the first feature is enabled for use on the first gaming device;

determining, via the processor, a difference between the measure of profitability and a benchmark measure of profitability;

determining, via the processor, whether to disable the first feature based on the difference;

generating, via the processor, an authentication code based on the use of the first gaming device while the first feature is enabled for use on the first gaming device; and

outputting, over a network and via a signal readable by a computing device, the authentication code if the first feature should be disabled based on the difference.

3. (Original) The method of claim 2, further comprising:

disabling the first feature on a second gaming device if the first feature should be disabled based on the difference.

4. (Original) The method of claim 2, further comprising:

enabling a second feature on the first gaming device if the first feature should be disabled based on the difference.

5. (Original) The method of claim 2, further comprising:

enabling a second feature on the first gaming device if the first feature should not be disabled based on the difference.

6. (Original) The method of claim 2, further comprising:

offering a product to a player in accordance with the first feature.

7. (Original) The method of claim 2, further comprising:

providing play of at least one game on the first gaming device in accordance with the first feature.

8. (Original) The method of claim 2, further comprising:

determining an outcome in at least one game in accordance with the first feature.

9. (Original) The method of claim 2, further comprising:

determining a payout for a player in accordance with the first feature.

10. (Original) The method of claim 2, further comprising:

determining a payout table in accordance with the first feature.

11. (Withdrawn) A method comprising:

determining a measure of usage of a feature on at least one gaming device;

determining a code based on the measure of usage of the feature;

determining a payment amount based on the measure of usage of the feature;

initiating payment of the payment amount to a party having an interest in the feature; and

transmitting the code to the party having an interest in the feature.

12. (Withdrawn) The method of claim 11, further comprising:

determining if the feature should be disabled on the at least one gaming device based on the measure of usage of the feature; and

disabling the feature on the at least one gaming device if the feature should be disabled.

13. (Withdrawn) The method of claim 11, wherein determining the measure of usage of the feature comprises:

determining an amount of coin-in received by the at least one gaming device while the feature is active.

14. (Withdrawn) The method of claim 11, wherein determining the measure of usage of the feature comprises:

determining a period of time that the feature is active on the at least one gaming device.

15. (Withdrawn) The method of claim 11, wherein determining the measure of usage of the feature comprises:

providing at least one offer for a product to at least one player; and

determining a number of accepted offers of the at least one offer provided.

16. (Withdrawn) The method of claim 11, wherein determining the measure of usage of the feature comprises:

     providing at least one offer for a product to at least one player; and

     determining a transaction amount based on at least one accepted offer of the at least one offer provided.

17. (Withdrawn) The method of claim 11 wherein the authentication code includes sufficient information such that the party having an interest in the feature may verify that the payment amount was accurately determined based on the measure of usage of the feature.

18. (Currently Amended) A method comprising:

     determining, via a processor of at least one of a gaming device operable to facilitate a wagering game and a server operatively connected to the gaming device, a feature that has been active on at least one gaming device;

     determining, via the processor, a measure of performance of the feature;

     determining, via the processor, a code based on the measure of performance of the feature;

     determining, via the processor, a payment rate that is associated with a party;

     determining, via the processor, a payment amount based on the payment rate and the measure of performance of the feature;

     initiating, via the processor, payment of the payment amount to the party; and

outputting, over a network and via a signal readable by a computing device, the code for transmission of the code to the party.

19. (Original) The method of claim 18, wherein the party is at least one of:

a licensor of the feature,

a developer of the feature, and

a vendor of the feature.

20.   (Original) The method of claim 18, wherein determining the measure of performance of the feature comprises:

determining a first theoretical win based on play of the at least one gaming device while the feature has been inactive;

determining a second theoretical win based on play of the at least one gaming device while the feature has been active; and

determining an incremental theoretical win based upon the first theoretical win and the second theoretical win.

21. (Original) The method of claim 20 wherein determining an incremental theoretical win includes expressing the first theoretical win and the second theoretical win in a common set of units.

22. (Original) The method of claim 18, wherein determining the measure of performance of the feature comprises:

determining a first amount wagered at the at least one gaming device;

determining a second amount wagered based on play of the at least one gaming device while the feature has been active; and

determining an incremental amount wagered based upon the first amount wagered and the second amount wagered.

23. (Original) The method of claim 22 wherein determining an incremental amount wagered includes expressing the first theoretical win and the second theoretical win in a common set of units.

24. (Original) The method of claim 18, wherein determining the measure of performance of the feature comprises:

determining a measure of profitability of the at least one gaming device.

25. (Original) The method of claim 24, wherein determining the measure of profitability of the feature comprises:

determining an amount wagered at the at least one gaming device while the feature has been active; and

determining an amount paid out at the at least one gaming device while the feature has been active.

26. (Original) The method of claim 25, further comprising:

determining a difference between the amount wagered and the amount paid out.

27. (Original) The method of claim 24, wherein determining the measure of profitability of the feature comprises at least one of:

determining an average amount wagered per player at the at least one gaming device while the feature has been active;

determining an average amount wagered per play at the at least one gaming device while the feature has been active;

determining an average amount wagered per unit of time at the at least one gaming device while the feature has been active; and

determining an average rate of play at the at least one gaming device while the feature has been active.

28. (Original) The method of claim 18, wherein determining the measure of performance of the feature comprises:

determining an amount of coin-in received at the at least one gaming device.

29. (Original) The method of claim 18, wherein determining the measure of performance of the feature comprises:

determining a period of time that the feature has been active on the at least one gaming device.

30. (Original) The method of claim 18, wherein determining the measure of performance of the feature comprises:

determining a number of the at least one offer provided to at least one player in accordance with the feature,

wherein the at least one offer was accepted.

31. (Original) The method of claim 18, wherein determining the measure of performance of the feature comprises:

determining a transaction amount corresponding to at least one accepted offer,

wherein the at least one accepted offer was provided to at least one player in accordance with the feature.

32.   (Original) The method of claim 18, wherein determining the measure of performance of the feature comprises:

determining a theoretical win based on play of the at least one gaming device while the feature has been active.

33. (Original) The method of claim 18, wherein determining the measure of performance of the feature comprises:

determining an amount wagered based on play of the at least one gaming device while the feature has been active.

34. (Currently Amended) A method comprising:

accumulating, in a memory of a computing device, data relating to usage of at least one feature of a gaming device;

generating, via a processor of at least one of a gaming device operable to facilitate a wagering game and a server operatively connected to the gaming device, an authentication code based on the data; and

outputting, over a network and via a signal readable by the processor, the authentication code to an operator.

35. (Currently Amended) A method comprising:

receiving, at one of a gaming device operable to facilitate a wagering game and a computing device operatively connected to the gaming device, data relating to usage of at least one feature of a gaming device;

receiving, at one of the gaming device operable to facilitate the wagering game and the computing device operatively connected to the gaming device, an authentication code based on the data; and

verifying, via a proceesor, that the authentication code corresponds to the data.

36. (Original) The method of claim 35 further comprising:

outputting a message that the authentication code corresponds to the data.

37. (Original) The method of claim 35 further comprising:

outputting a message that the authentication code does not correspond to the data.

38. (Currently Amended) A method comprising:

receiving, at a computing device operatively connected to a wagering device operable to facilitate a wagering game, data relating to usage of at least one feature of a gaming device;

receiving, at the computing device, a first authentication code previously generated by the at least one gaming device;

generating, at the computing device, a second authentication code based on the received data;

comparing, at the computing device, the first authentication code to the second authentication code; and

outputting, over a network and via a signal readable by the computing device, an indication of an authenticity of the received data based upon the comparing.

39. (New)   A computing device, comprising:

a processor;

a memory operatively connected to the processor, the memory storing a program for directing the processor,

the processor being operable with the memory to:

enable a first feature for use on a first gaming device;

determine a measure of profitability of the first gaming device,

wherein the measure of profitability corresponds to use of the first gaming device while the first feature is enabled for use on the first gaming device;

determine a difference between the measure of profitability and a benchmark measure of profitability;

determine whether to disable the first feature based on the difference;

generate an authentication code based on the use of the first gaming device while the first feature is enabled for use on the first gaming device; and

output the authentication code if the first feature should be disabled based on the difference.

40. (New)   A computer readable medium encoded with instructions readable and executable by a computing device, the instruction for directing the computing device to perform a method comprising:

enabling a first feature for use on a first gaming device;

determining a measure of profitability of the first gaming device,

         wherein the measure of profitability corresponds to use of the first gaming device while the first feature is enabled for use on the first gaming device;

         determining a difference between the measure of profitability and a benchmark measure of profitability;

         determining whether to disable the first feature based on the difference;

         generating an authentication code based on the use of the first gaming device while the first feature is enabled for use on the first gaming device; and

         outputting the authentication code if the first feature should be disabled based on the difference.

41. (New)   A computing device, comprising:

    a processor;

    a memory operatively connected to the processor, the memory storing a program for directing the processor,

    the processor being operable with the memory to:

         determine a feature that has been active on at least one gaming device;

         determine a measure of performance of the feature;

         determine a code based on the measure of performance of the feature;

         determine a payment rate that is associated with a party;

         determine a payment amount based on the payment rate and the measure of performance of the feature;

         initiate payment of the payment amount to the party; and

output the code for transmission of the code to the party.

42. (New)   A computer readable medium encoded with instructions readable and executable by a computing device, the instruction for directing the computing device to perform a method comprising:

determining a feature that has been active on at least one gaming device;

determining a measure of performance of the feature;

determining a code based on the measure of performance of the feature;

determining a payment rate that is associated with a party;

determining a payment amount based on the payment rate and the measure of performance of the feature;

initiating payment of the payment amount to the party; and

outputting the code for transmission of the code to the party.

43. (New)   A computing device, comprising:

a processor;

a memory operatively connected to the processor, the memory storing a program for directing the processor,

the processor being operable with the memory to:

accumulate data relating to usage of at least one feature of a gaming device;

generate an authentication code based on the data; and

output the authentication code to an operator.

44. (New)   A computer readable medium encoded with instructions readable and executable by a computing device, the instruction for directing the computing device to perform a method comprising:

accumulating data relating to usage of at least one feature of a gaming device;

generating an authentication code based on the data; and

outputting the authentication code to an operator.

45. (New)   A computing device, comprising:

a processor;

a memory operatively connected to the processor, the memory storing a program for directing the processor,

the processor being operable with the memory to:

receive data relating to usage of at least one feature of a gaming device;

receive an authentication code based on the data; and

verify that the authentication code corresponds to the data.

46. (New)   A computer readable medium encoded with instructions readable and executable by a computing device, the instruction for directing the computing device to perform a method comprising:

receiving data relating to usage of at least one feature of a gaming device;

receiving an authentication code based on the data; and

verifying that the authentication code corresponds to the data.

47. (New)   A computing device, comprising:

a processor;

a memory operatively connected to the processor, the memory storing a program for directing the processor,

the processor being operable with the memory to:

receive data relating to usage of at least one feature of a gaming device;

receive a first authentication code previously generated by the at least one gaming device;

generate a second authentication code based on the received data;

compare the first authentication code to the second authentication code; and

output an indication of an authenticity of the received data based upon the comparing.

48. (New) A computer readable medium encoded with instructions readable and executable by a computing device, the instruction for directing the computing device to perform a method comprising:

receiving data relating to usage of at least one feature of a gaming device;

receiving a first authentication code previously generated by the at least one gaming device;

generating a second authentication code based on the received data;

comparing the first authentication code to the second authentication code; and

outputting an indication of an authenticity of the received data based upon the comparing.